PROJECT TITLE : CIGARETTE DEVELOPMENT 1
WRITTEN BY : Z. SINGER
PERIOD COVERED : January 29th - February 24th 1981

---

340 GAMMA

Objective

Blind product test in Germany.

Summary

The overtipped and the non-overtipped cigarettes were evaluated by Panel A and gave the following results : The cigarettes are up to expectation. No differences were found between the overtipped LORD EXTRA and the non-overtipped one. This was not the case in the previous evaluation.
Checking of the cigarette paper porosity was requested. The analyses are under way.

335 LOLITA FLAVOUR DEVELOPMENT

Objective

To develop a full flavour cigarette having taste characteristics close to those of the L & M brands.
K = 10 mg
N = 0.8 mg

Summary

Based on the same cigarette specifications, trials were carried out with several AC solution.
Two candidates, sprayed with E AC 31 and E AC 38, were selected and submitted to the German Marketing Department.
Lately, six prototypes with CF flavours were evaluated.
In general, these prototypes are of lower quality than the two previous candidates.
For CF applications, a new blend should be used. Before establishing a new leaf formula, trials will be carried out with the current blend in which the homogenized part is replaced by stems.

ϕ00014458S

Source: https://www.industrydocuments.ucsf.edu/docs/fmxk0000

365 BARBARA

Objective

K = 13 mg
N = 0.9 mg
Puff count : 9
Blind product test in Germany

Summary

The issue of this project, prototype 7 C 1, is a cigarette destined for German smokers of American-type blend cigarette. These cigarettes give flavour sensations which are close to those of the competitive CAMEL FILTER.
The product test will be entirely prepared in PM Munich. For this reason, all the necessary information, such as cigarette and filter specifications, recipes of solutions and description of the processing, have been communicated to Munich.

233 COUNTRY PRODUCT TEST

Objective

To develop a diluted version of the MARLBORO Germany in order to reduce the CO delivery in the mainstream smoke.
K = 13 mg CO reduction : 20 to 25 %
N = 0.8 mg

Summary

The diluted prototype No 31 P, which was developed on the basis of the current diluted version MLK 12, was accepted for the product test. These two cigarettes differ in blend and cigarette paper. The prototype has citrate type Pela-200 MNC cigarette paper instead of the acetate type Pela-200 MN used in MLK 12.
Three alternatives of MARLBORO will be introduced in this test : Current undiluted MARLBORO MLK 21
Current diluted MARLBORO MLK 12
Diluted prototype No 31 P (for the test : coded 31 T 1)

2000144586

Source: https://www.industrydocuments.ucsf.edu/docs/fmxk0000

Description of samples and results

The samples of the product test cigarettes were analysed in our laboratories and taste evaluated by Panel A during week 8.

The following problems were encountered :
MLK 21 was found too harsh in comparison with the standard production, probably because of the low moisture content (11.5 % instead of the specified 12.5 %).
Prototype 31 T 1 : The SN figures of our laboratory and those of PM Munich are too high : Average : 1.0 instead of 0.8 mg/cig.
For this reason, the test cigarettes could not be released for the consumer test.
As far as the organoleptic characteristics are concerned, the cigarette is up to expectations.

Follow-up

In view of these facts, the product test cannot be released.
The MLK 21 must be repeated with a specified moisture content.
The analyses of prototype 31 T 1 will be carried out on a more representative series of samples.

402 PITCH 3

Objective

TAR : 3 mg/cig.
SN : 0.3 mg/cig.
Format : 7.95 / 25 / 84.4
Taste direction : GAMMA

Summary

Prototypes Nos 3 P, 8 P and 9 P, developed on the basis of the PHILIP MORRIS SUPER LIGHTS, were taste evaluated and compared with PMS cigarettes.
None of these prototypes were of the quality of the existing product.
In Panel A's opinion, the GAMMA 3 mg need to be further developed as regards blend, flavour and construction.

Z. Singer

Z. Singer

02/27/1981/ZDS/cap

00014587

Source: https://www.industrydocuments.ucsf.edu/docs/fmxk0000